



April 6, 2017

Dear Sir or Madam:

Once a year, the American Advertising Federation Omaha (AAF Omaha) invites non-profit organizations from the metro area to submit applications for the development and placement of a public service advertising campaign.

AAF Omaha consists of more than 200 members from the local advertising community and is affiliated with the American Advertising Federation, headquartered in Washington D.C. Our association has a long-established commitment to public service advertising communications with the goal of improving the quality of life in our communities. As such, AAF Omaha has voluntarily been involved in public service advertising projects for many years, creating and promoting pro-bono campaigns that would normally cost an average of \$250,000. Recent campaign recipients include the Hope Center, Youth Emergency Services, Shaken Baby Task Force and the Coalition on Human Trafficking.

I am writing you today to invite your organization to submit an application for the **2017-2018** public service campaign. If you believe public service advertising can help your organization achieve its goals, and if you are interested in working with AAF Omaha's Public Service Committee in the development of a public service advertising campaign, complete and return the enclosed Application for Consideration. Please note that the application is not a form. Feel free to write, type or otherwise present your answers on separate sheets of paper.

Applications must be returned **no later than Monday, May 8, 2017** to the attention of:

**AAF Omaha**  
**Attn: Bob Mancuso and Rob Baker**  
**P.O. Box 6146**  
**Omaha, NE 68106-6146**

This application is being distributed to more than 200 non-profit organizations in the Omaha area. **The Public Service Committee will review all applications and select one "client" no later than June 1, 2017.** All organizations submitting applications will receive confirmation of the committee's decision.

In the meantime, should you have questions, please feel free to send an e-mail to [rbaker@zaissco.com](mailto:rbaker@zaissco.com) or [bmancuso07@msn.com](mailto:bmancuso07@msn.com).

Sincerely,

*Bob Mancuso & Rob Baker*

Bob Mancuso and Rob Baker  
American Advertising Federation Omaha  
Public Service Chairpersons

P.S. If your organization has applied in the past and have not been selected, you are encouraged to apply again this year. Applications do not transfer from year to year – and this could be your year!

**American Advertising Federation Omaha**  
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